Marketing Open Source - It's all about perceptions!

Pauline + Matthew Bickerton matthew@tikiwiki.org

Ran(after) web-agency 1994-2000 3M, PwC, Motorola, GE Capital

Books Cybermarketing and Cyberstraergy

Philanthropists

Soozy Gilbert soozy@intracommunicate.co.uk

Director of consultancy - "connecting people through technology"

Microsoft, Motorola, NHS, Unisys, various large UK banks ...

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Introduction - can we market a community effort?

- A summary of this presentation
- Marketing and Promotion - they are not the same!

Research and Profiling

- Our markets – let's meet the people.
- What do they think now? Results of e-mail survey.

Brand Management

- What do they see now? tw.o - the web site :(
- It's all down to perceptions – what is brand?
- Brand Management & the Brand Identity Guide

Plan for the TikiFest, let's do it and document it!

How can we market a community effort?

Customer

- Some of the customers are developing the product; others are paying for the development and some don't even know they are using it

Profit

- No one directly pays for it

Product

- It means different things to each person

Organisation

- There is no “Boss”
- Quite informal and fluid
- How “it works” need explaining very carefully

Does the community want a direction?

- It's a very interesting question
- It's quite valid to define Tiki as a collaboration that is unique because it has no explicit direction.
- But does lack of direction result in a lack of respect and credibility?
- Do we want/need credibility
- To attract new volunteers/developers?
- To convince organisations to adopt Tiki

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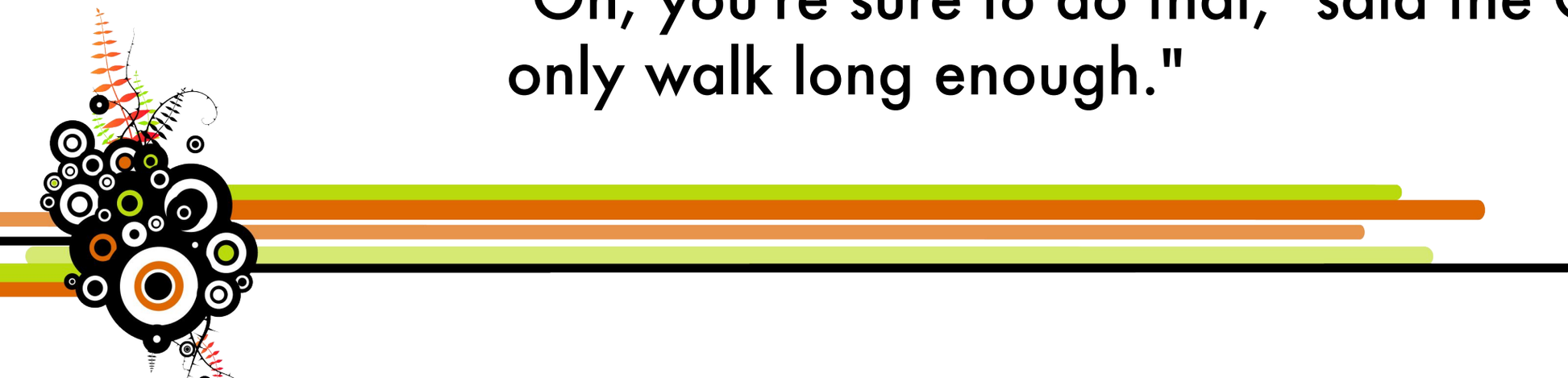
A quick summary

"Would you tell me, please, which way I ought to go from here?" asks Alice, "That depends a good deal on where you want to get to," said the Cheshire Cat. "I don't much care where –" said Alice. "Then it doesn't matter which way you go," said the Cat. "– so long as I get *somewhere*," Alice added as an explanation. "Oh, you're sure to do that," said the Cat, "if you only walk long enough."



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Marketing Mix and Promotion

- Marketing is "satisfying the *customer profitably*" CIM definition
- To do this the organisation needs to have the right **P**roduct at the right **P**rice in the right **P**lace.
- At this point **P**romotion is used to attract the customer
- The core of marketing is the ***4P's*** called the Marketing Mix.
- But in reality it is so much more!!! Market research, competitor monitoring, loyalty programmes, R&D, complaint handling, internal communication …

Sales-orientated organisations

Do no marketing

- They produce a product
- Then go and sell it

They think marketing is T-shirts and brochures

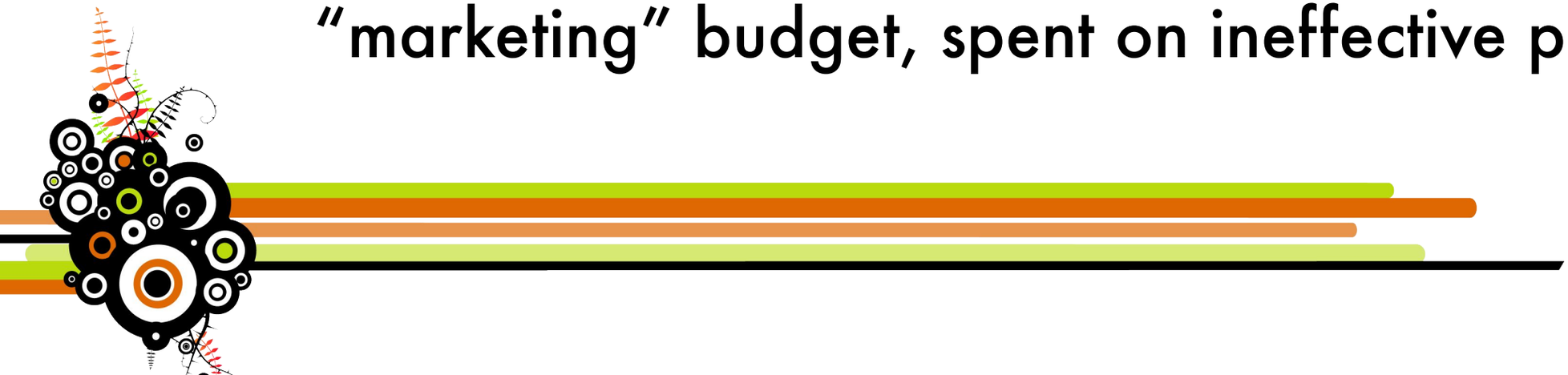
But have they got:

- The right product?
- At the right price?
- In the right place?

It's down to luck this way!

Promotion is a machine gun!

- Without customer profiling:
  - Promotion cannot be targeted
  - At best it's a machine gun pointing into the sky
  - Promotion is expensive - you can waste a lot of time and effort
- A sales-oriented organisation often has a large "marketing" budget, spent on ineffective promotion.



Market-oriented organisations

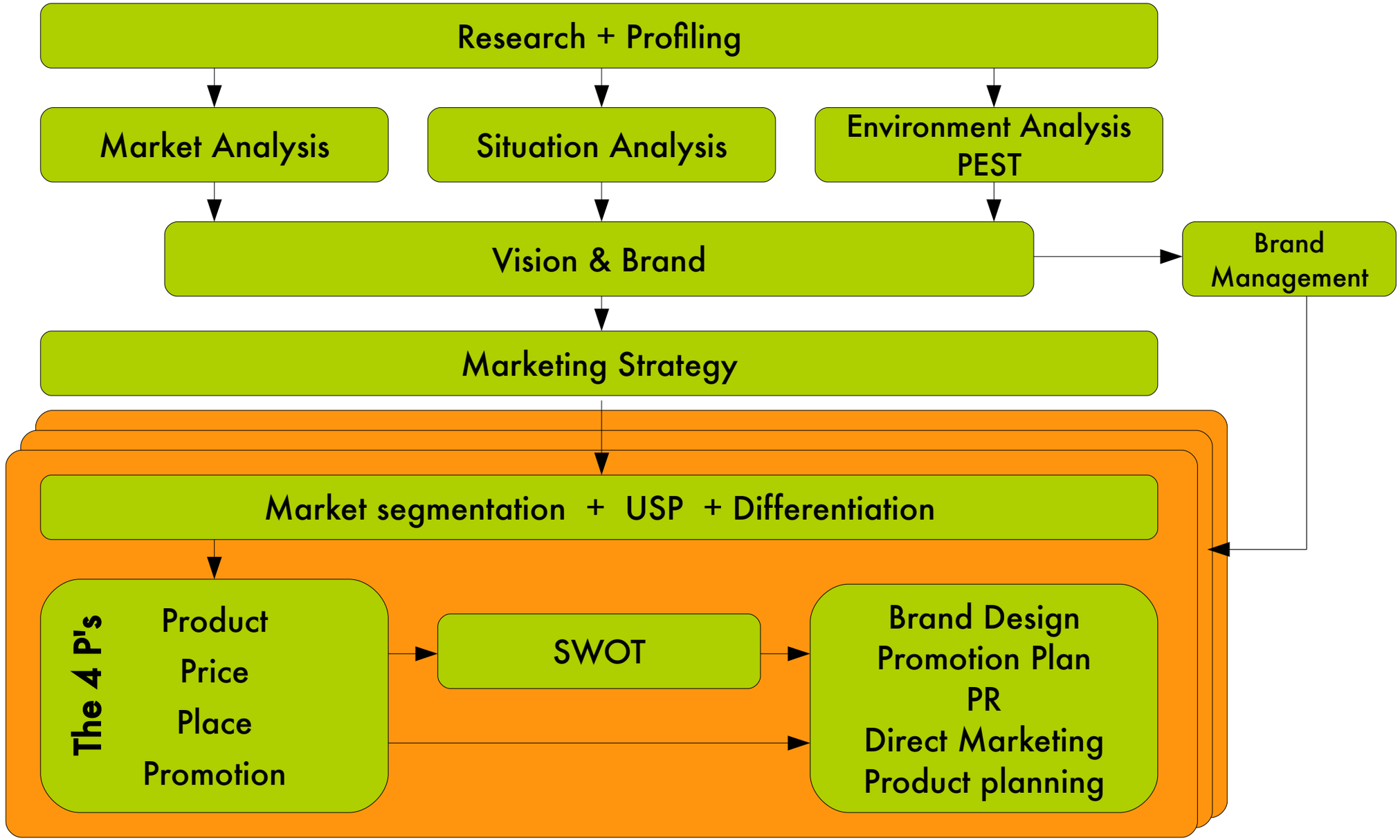
- Know what defines their existing and potential customers.
- Therefore they produce:
  - The right product
  - At the right price
  - Positioned in the right places
- Promotion is therefore minimised, effective and easy

Promotion

- If you have a market-orientated organisation, promotion is simply the mechanism by which you inform your specific profile of customer that you have their preferred product at the right price and where they can go to acquire it.

- But how does all this apply to Tikiwiki?

Marketing


Research + Profiling
Market Analysis
Situation Analysis
Environment Analysis
PEST
Vision & Brand
Brand
Management
Marketing Strategy
Market segmentation + USP + Differentiation
The 4 P's
Product
Price
Place
Promotion
SWOT
Brand Design
Promotion Plan
PR
Direct Marketing
Product planning

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Perceptions

- How is Tiki perceived and by whom?
- Who are our customers?

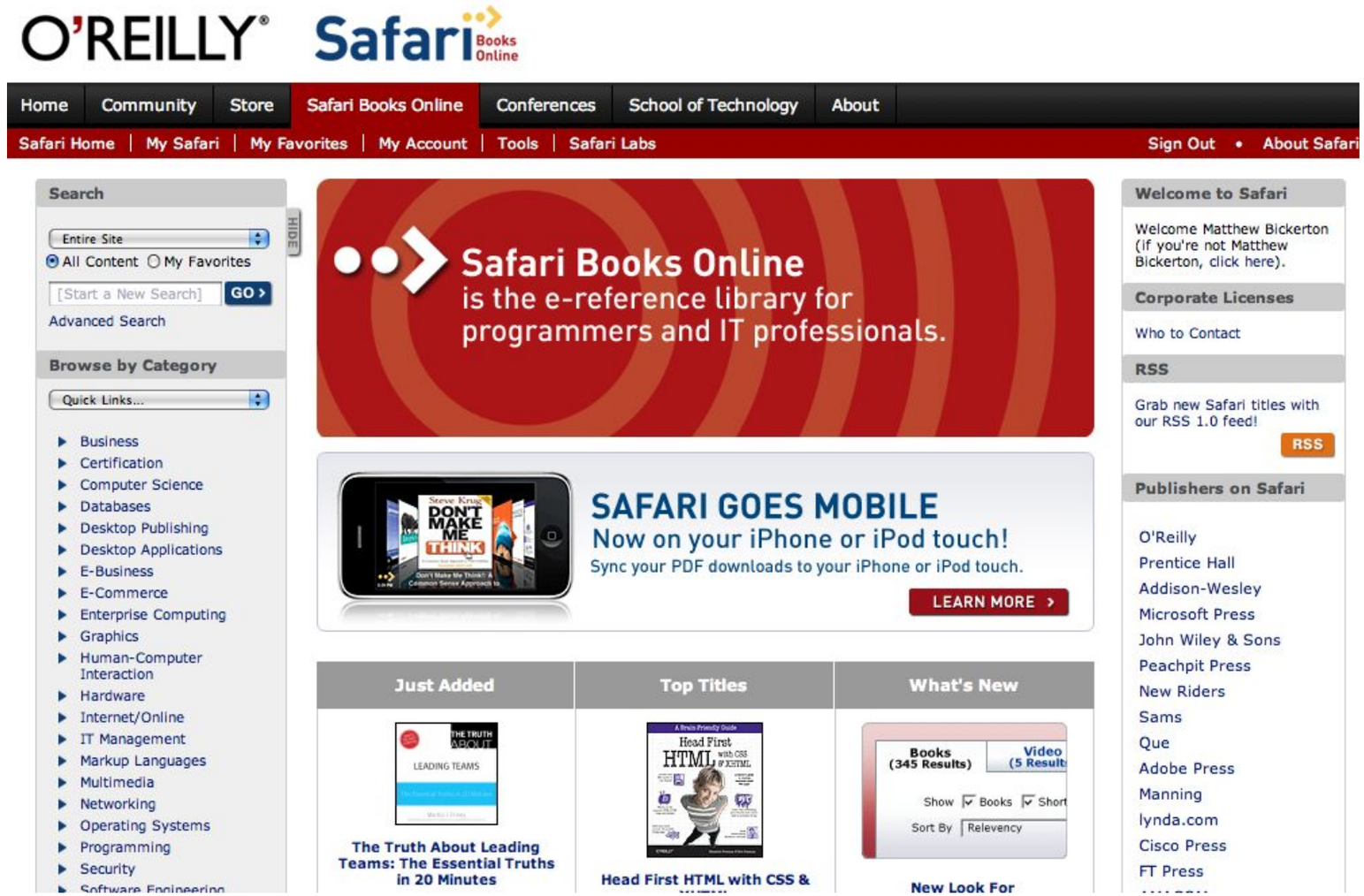
Illustration : www.aboutfacesentertainers.com

The Developer

- Danny wants it to be part of a community
- Dan wants to have a say in the development
- A "fun weekend" results in 10,000 lines of code

Illustration : www.aboutfacesentertainers.com

The Developer



The Guerilla Developer

- Loves to impress others with a quick solution to a problem
- Spends a lot of time reading through code, learning all the time
- Writes about 100 lines of code a week

The Guerilla Developer

phpscripts.com

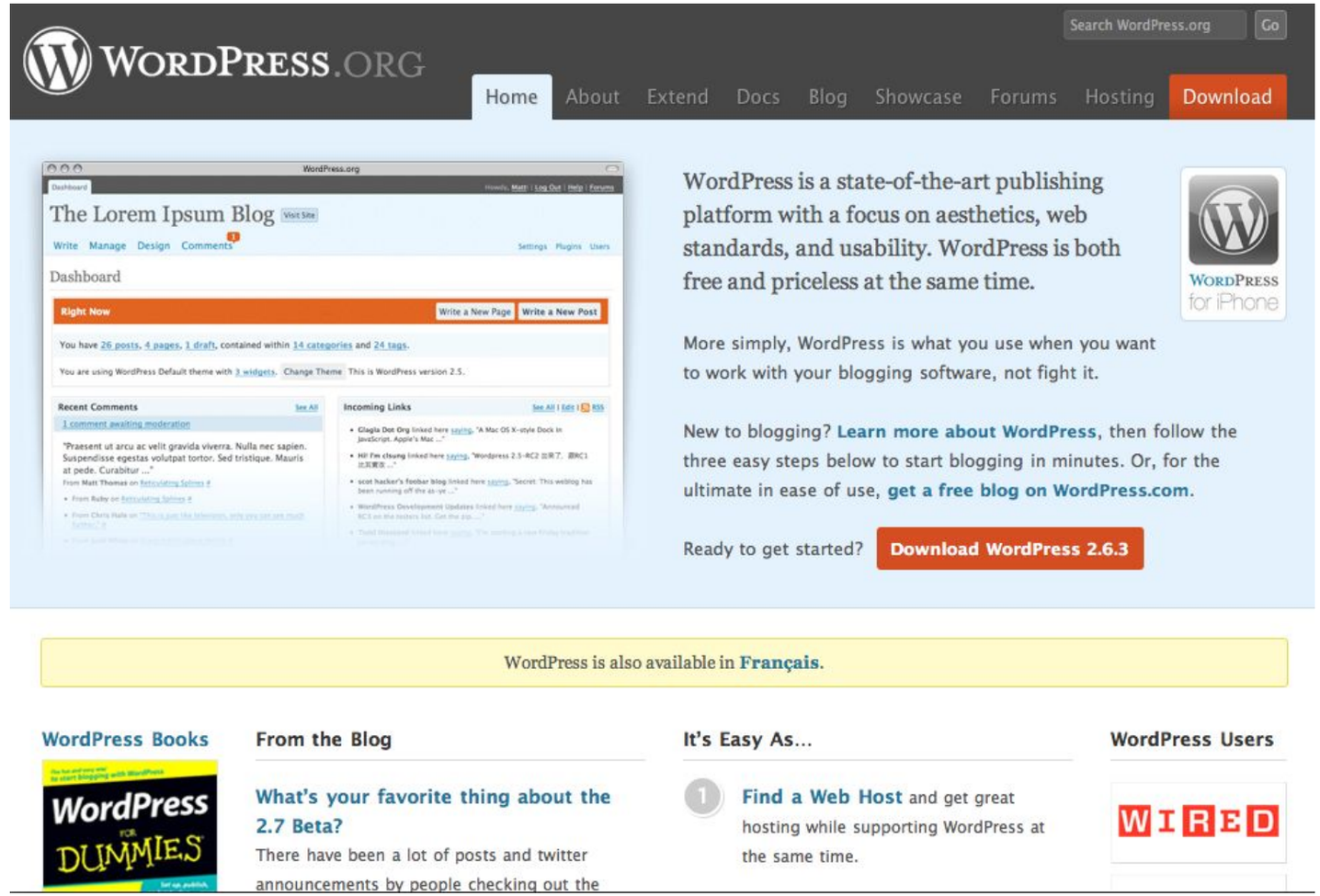
The Hobbyist

- Harry is using Tiki to create a community
- Harriet is interested more in the hobby than the software
- Interested in easy to implement design and functionality

Illustration : www.aboutfacesentertainers.com

The Hobyist

- WordPress



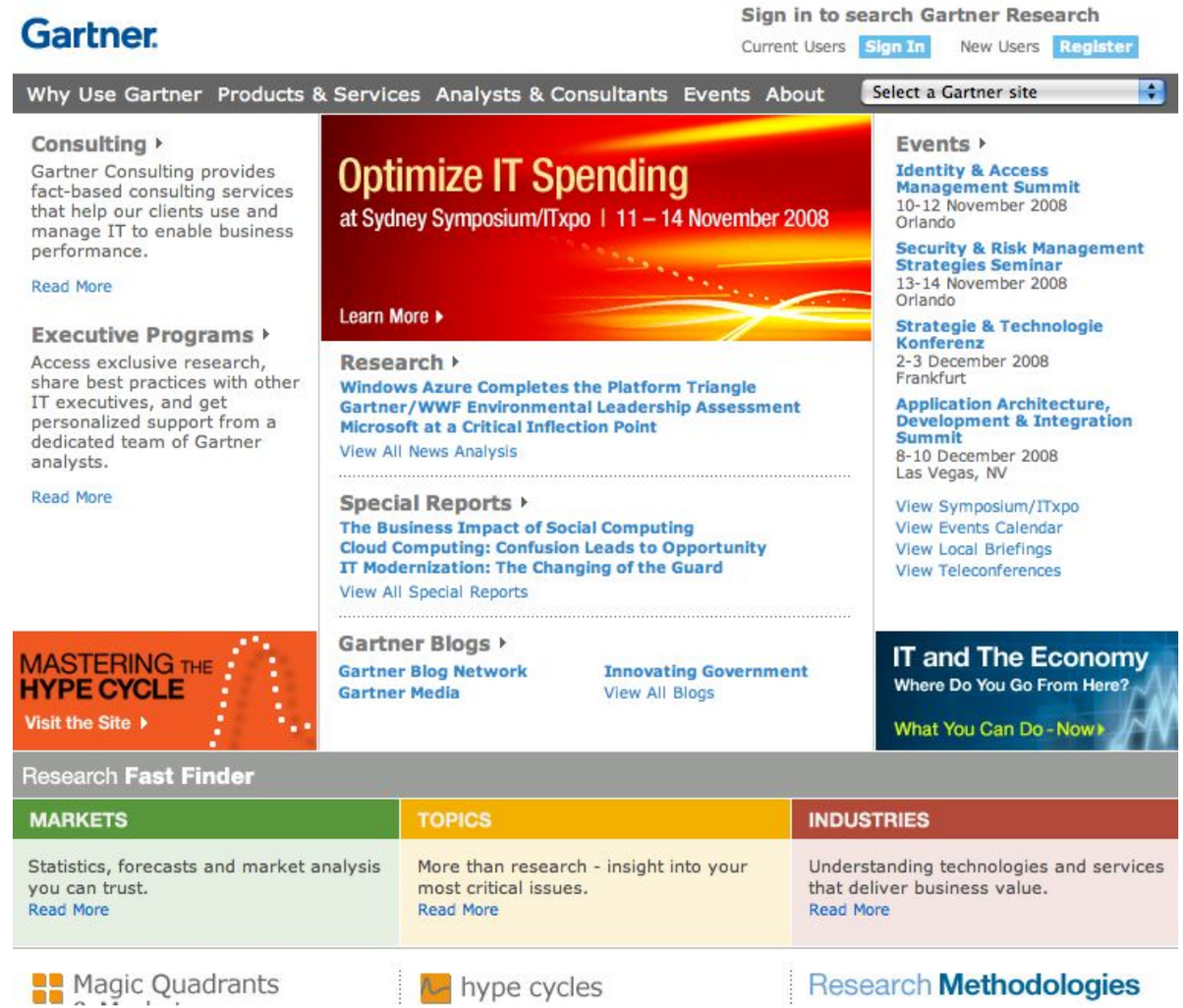
The Consultant

- Interested in how it can be used to attract or satisfy his/her clients
- Charlie needs the product to have credibility

Illustration : www.aboutfacesentertainers.com

The Consultant

- Gartner



The agency selector

- Chris wants to use a technology as core to their business offerings
- Must have confidence that the product will be around in 5 years time!!

Illustration : www.aboutfacesentertainers.com

The corporate client

- ZDnet

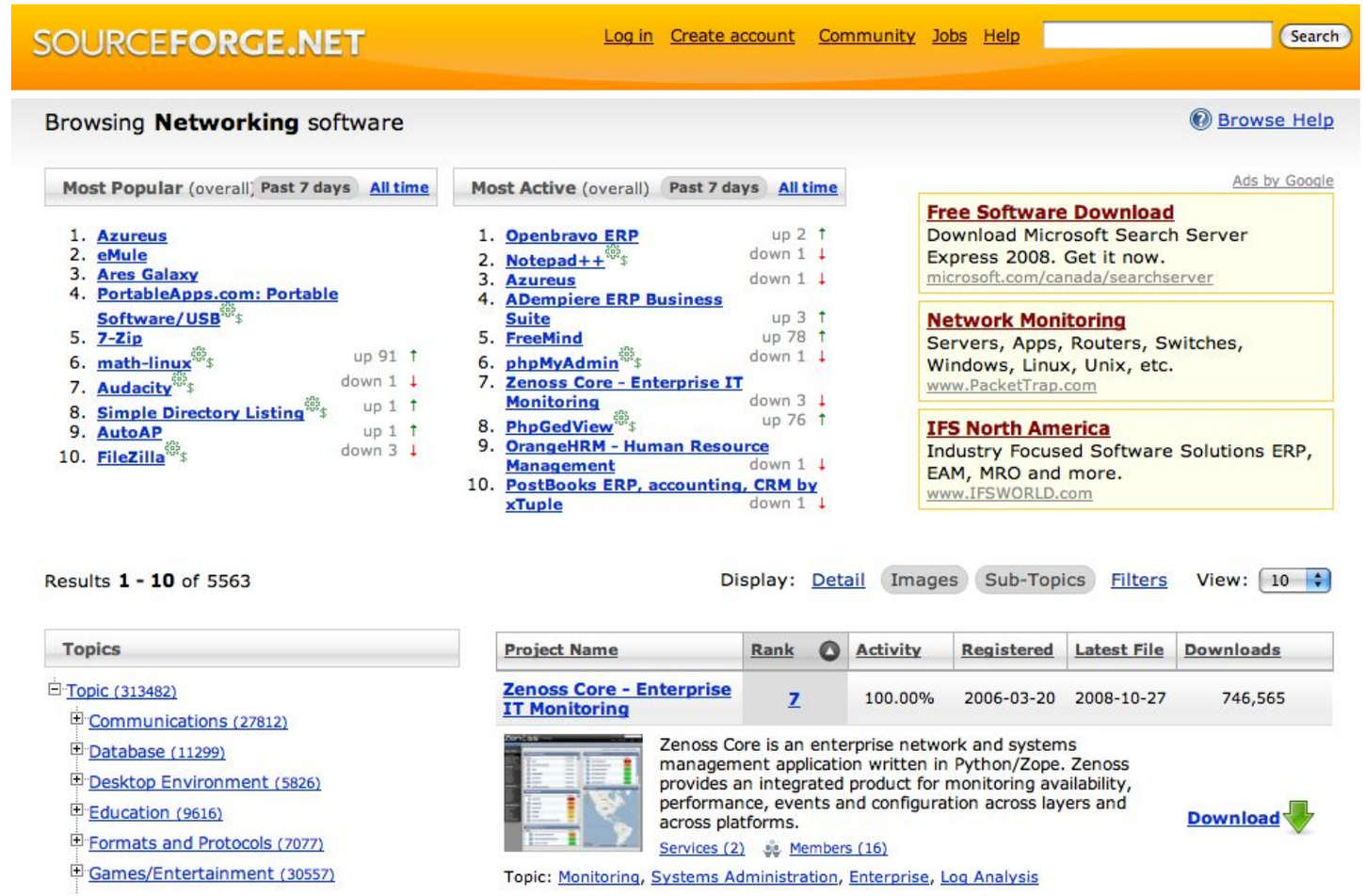
The applicator

- Andy is a corporate IT implementer wanting to solve a particular business problem
- Wants software to work "off the shelf"
- Likes setting it up but not programming code

Illustration : www.aboutfacesentertainers.com

The applicator

- Sourceforge



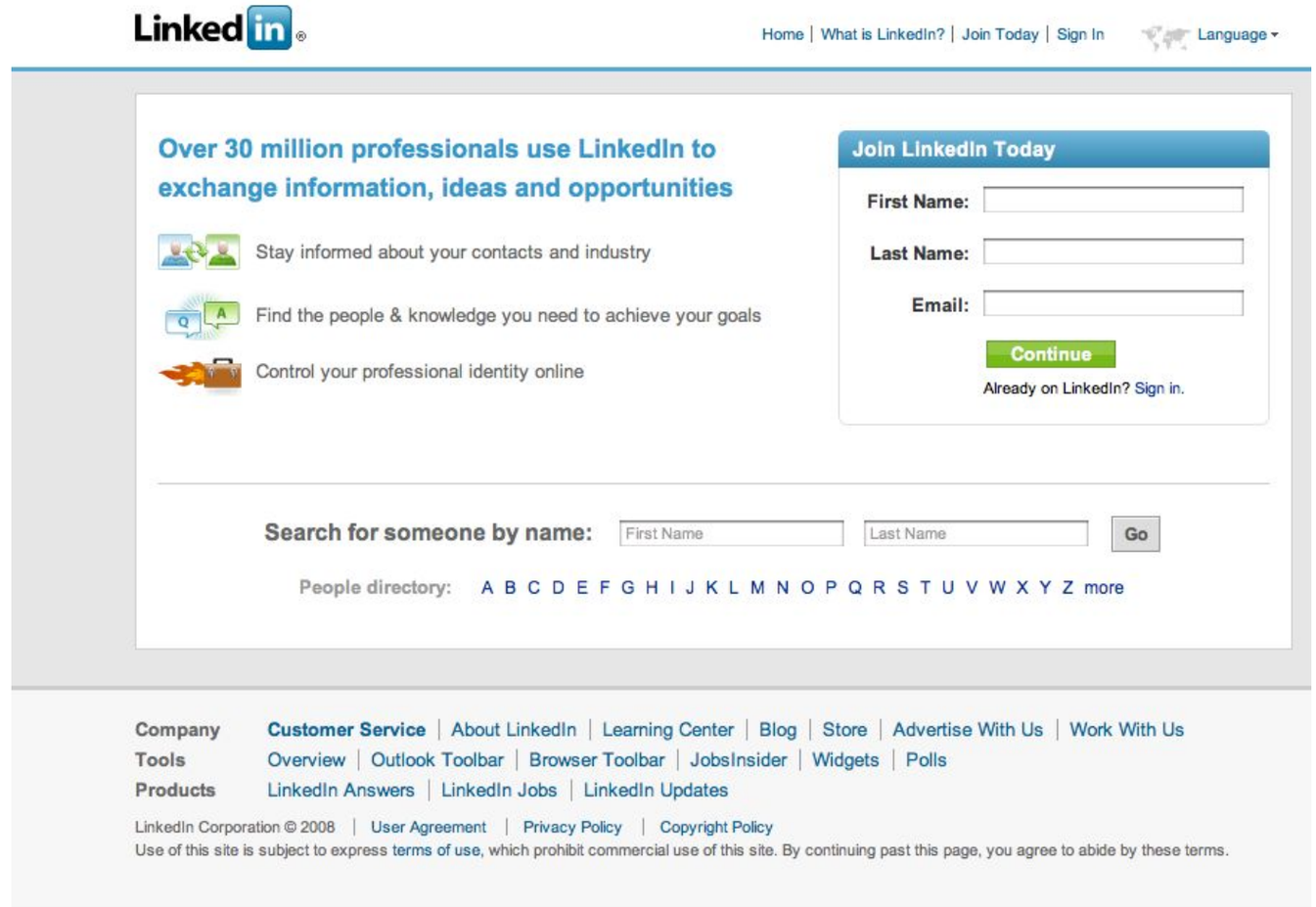
The Entrepreneur

- Erin the entrepreneur wants to make a fortune with it
- Wants to know how to sell it

Illustration : www.aboutfacesentertainers.com

The Entrepreneur

- Linkedin



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Community
Vision/Values

Vision & Brand

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Management

Marketing Strategy

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Market
Segment
Specific
Initiatives

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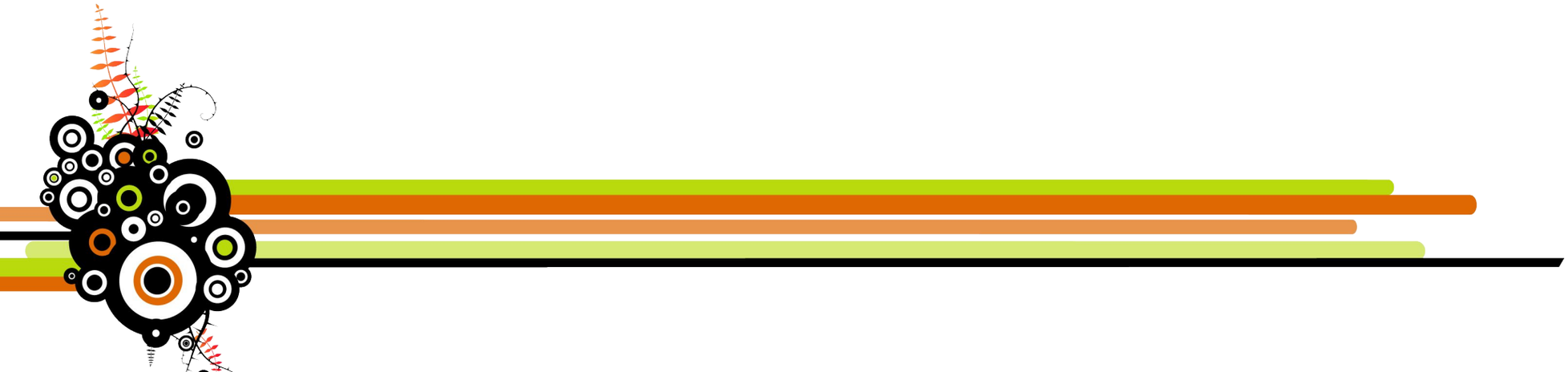
Research Response

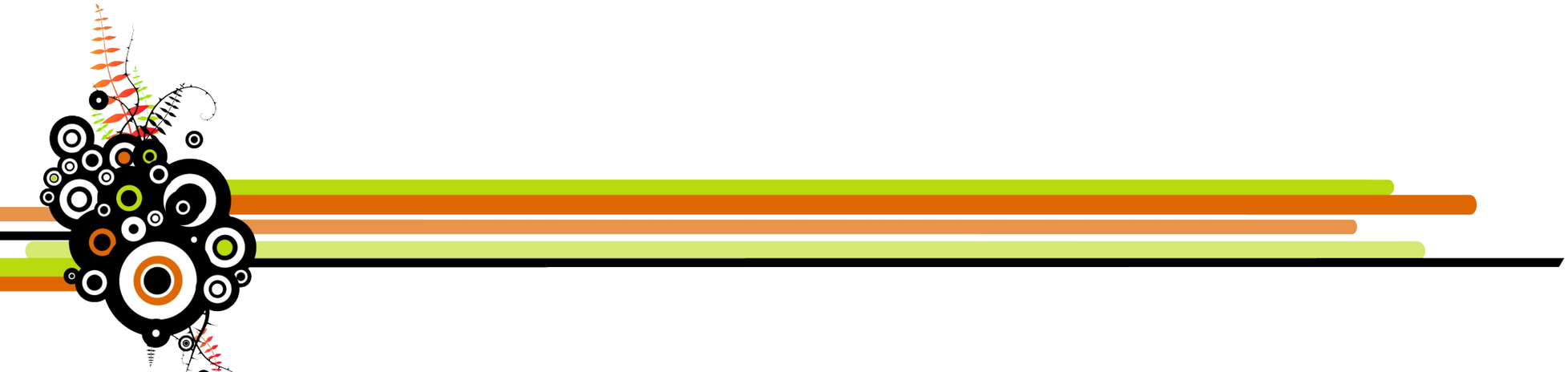
- 1076 people emailed who had added a page to tikiwiki.org
- 269 emails undelivered, 807 not undelivered
- 20 unsubscribed (2.5%)
- 32 (4%) responded
- 16 new volunteers (50%), 5 existing
- 18 were applicators, 7 developers, 5 hobbyists, 1 entrepreneur and 1 agency



Type of organisation/ applications

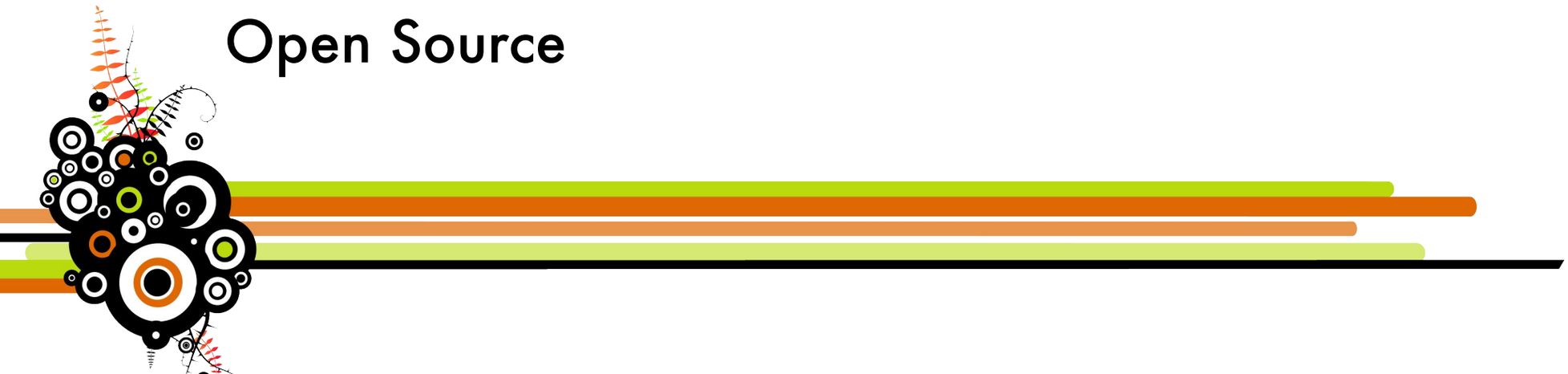
Commercial	16
Academic	8
Private/Personal	9 (5 used only personally)
Non-profit	3
Total	**37**

Intranets	21/39 applications referred to
Internet	18/39



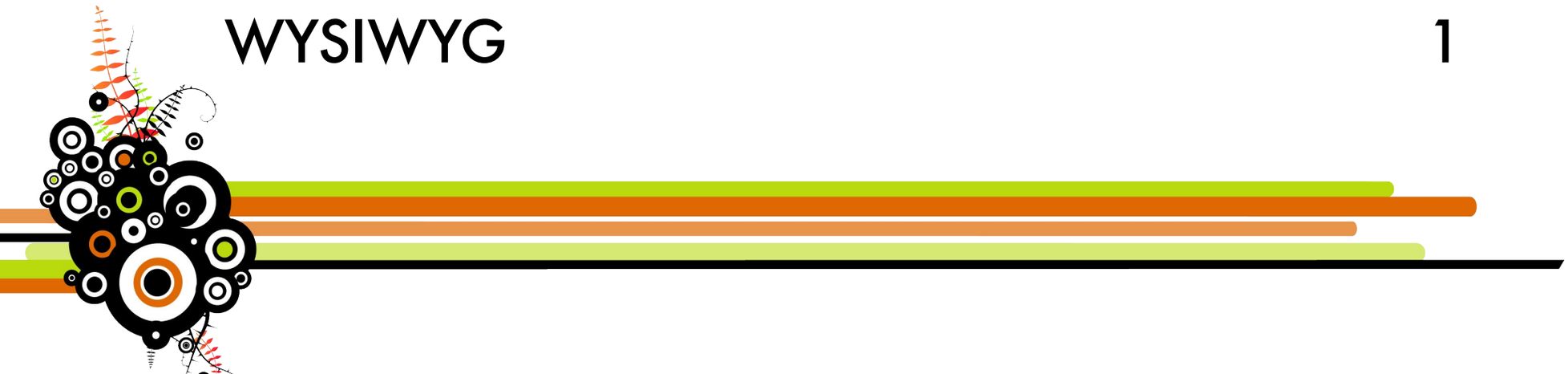
What is its greatest strengths?

Easy to administer/configurability	8
Nice and friendly bunch of programmers and users	5
Internal integration of features (all in one box)	4
Flexible	4
Broad feature use (freaking huge!)	3
Integration with other apps	2
Stable	2
Permission mechanism	2
Open Source	1



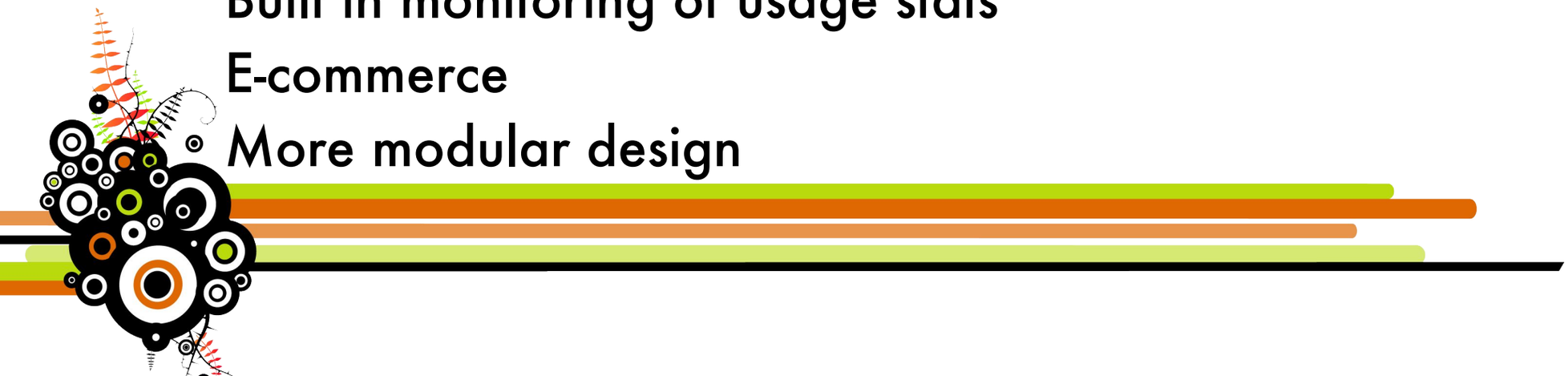
What is missing?

Templates poor or hard to use	6	
Documentation, especially developers	5	
Calendar poor	4	
Syntax poor	2	
Ajax		2
Visual Look	2	
CRM	1	
Search engine URLS	1	
WYSIWYG	1	



Where would you like to see it in 5 years?

Still there	5
Increased ease of set-up/use, especially for applicators	4
Easy to use themes	2
Ajax	2
Integrate with other apps seamlessly	2
Abandon template engine	
Better error messages	
Our project management feature part of the general release	
Built in monitoring of usage stats	
E-commerce	
More modular design	



Where would you like to see it in 5 years?

Total knowledge management
Enhancements to comments and attachment files
CRM merged with CMS
Tighter, faster, stronger. Bigger, better, boosted
Everywhere!
Ahead of Jomla and Drupal
Better documentation
Better use of database – faster
Wiki syntax standard in place

Summary of findings

- All referred to function issues not strategy despite the 5 year time frame posed
- Ease of use and the development community were seen as Tiki's strengths, templates and documentation were its weakest
- All responses were positive even from the 2 who had stopped using it
- 65% either wanted to volunteer or were already volunteering!!

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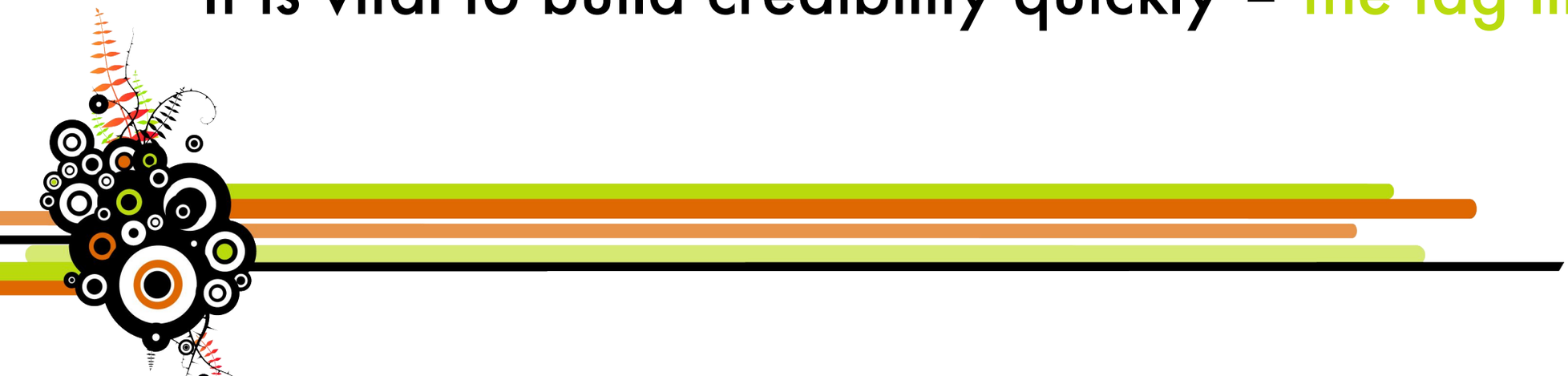
What do they see now?

Joomla! Drupal Plone Typo3 ImpressCMS Xoops eZpublish WordPress e107 TikiWiki DotNetNuke SPIP MediaWiki Twiki DokuWiki DekiWiki MoinMoin Confluence ...

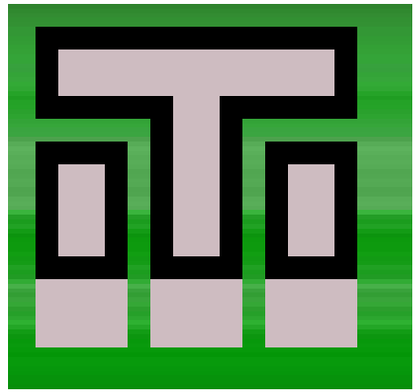
There is a lot to look at!

First impressions are vital – the logo
It is vital to build credibility quickly – the tag line



What do they see now? - the logo

The logo now



This is not a visual demonstration of a well co-ordinated development community!

What do they see now? - the tag line

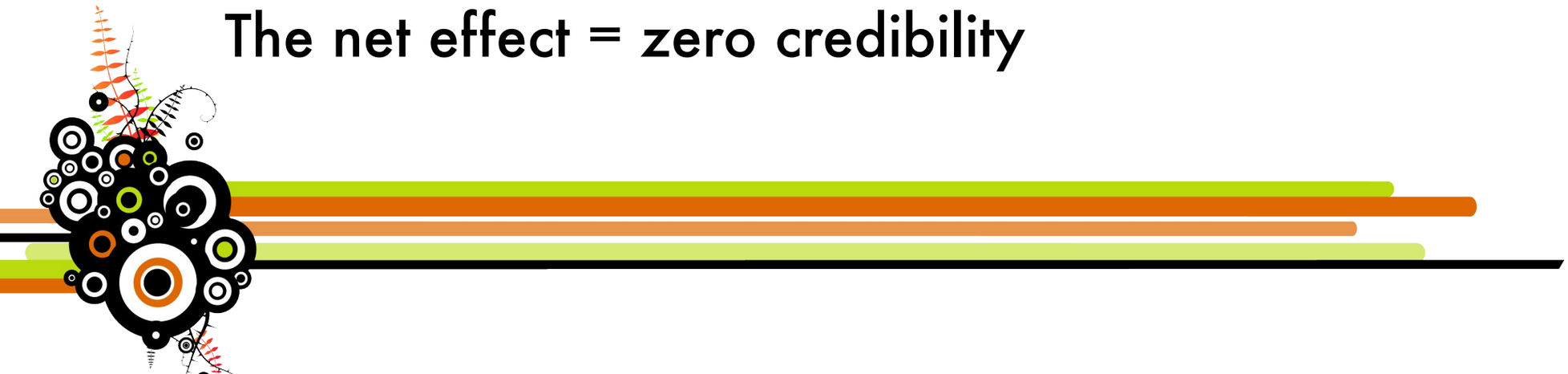
All these are far too easy to disprove.

- “Whatever you're looking for... TikiWiki has it!”
- “Tiki has all the features you want”

So Tiki is nothing?

- "It's a wiki, no, it's a forum, no it's a blog, no it's a bug tracker, etc”

The net effect = zero credibility



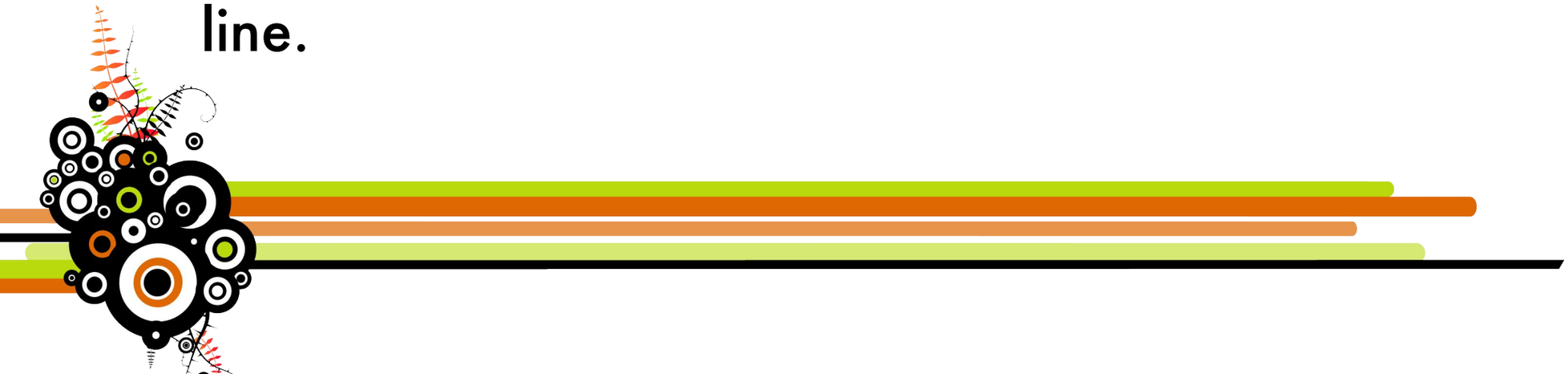
What do they see now? - the tag line

The tag line just limits you.

Why handicap yourself with one, if you don't need one?

Don't make easily disproved statements.

Critical point : If you are trying to appeal to more than one target market segment, which we are, you can't do it all with a single tag line.



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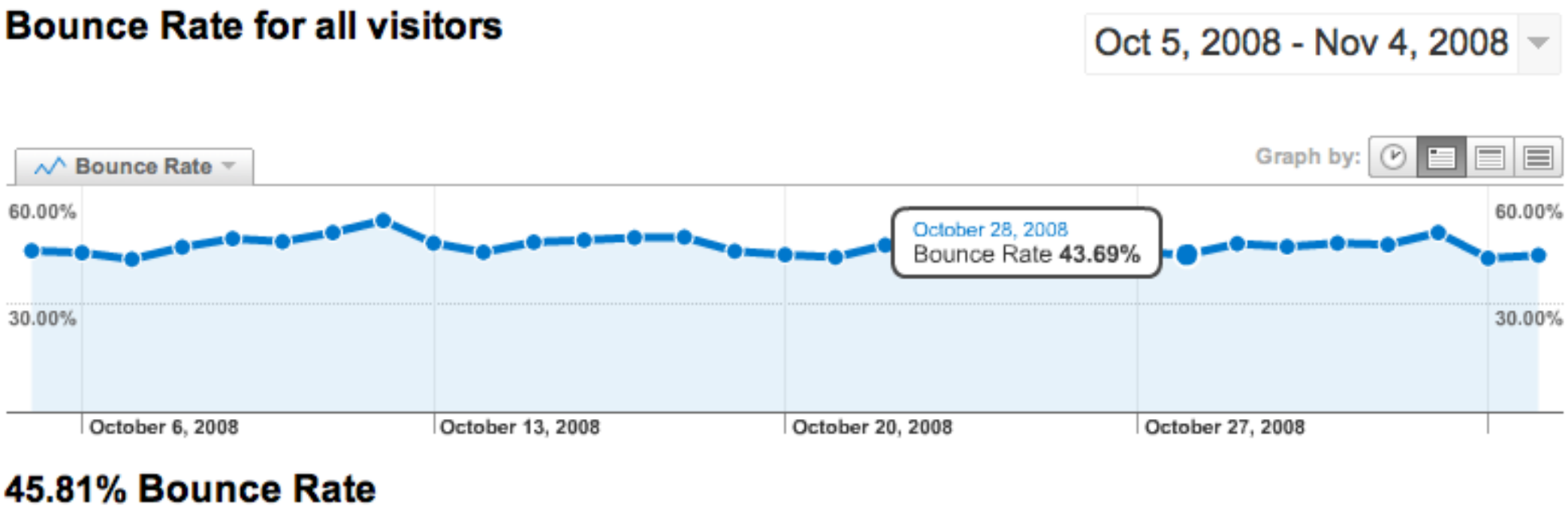

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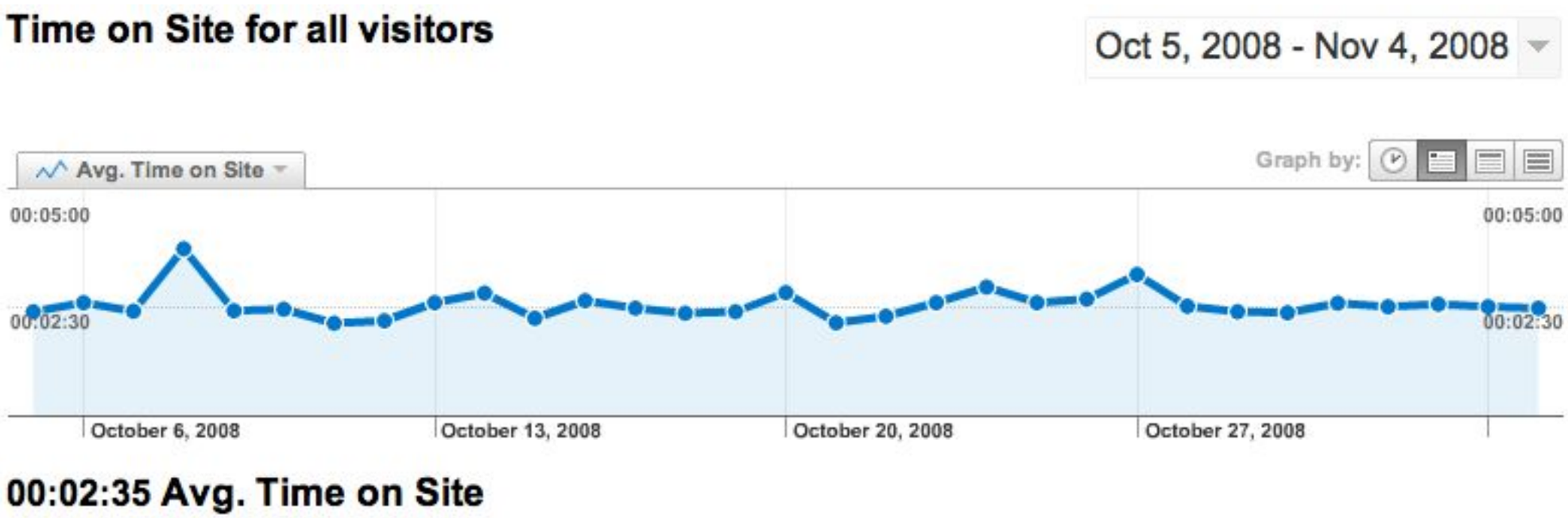

What do they see now?

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Visitor Loyalty

Oct 5, 2008 - Nov 4, 2008

Most people visited: 1 times

Number of Visits	Visits	Percentage of all visitors
1 times	**25,187.00**	71.85%
2 times	**4,108.00**	11.72%
3 times	**1,666.00**	4.75%
4 times	**907.00**	2.59%
5 times	**581.00**	1.66%
6 times	**402.00**	1.15%
7 times	**299.00**	0.85%

What do they see now?

tw.o - the web site :(

Depth of Visit

Oct 5, 2008 - Nov 4, 2008

Most people visited: 1 pages

Depth of Visit	Visits	Percentage of all visitors
1 pages	16,058.00	45.81%
2 pages	8,063.00	23.00%
3 pages	3,774.00	10.77%
4 pages	2,294.00	6.54%
5 pages	1,526.00	4.35%
6 pages	938.00	2.68%
7 pages	689.00	1.97%
8 pages	465.00	1.33%
9 pages	330.00	0.94%
10 pages	220.00	0.63%

Where do they all come from?

20.97% Direct Traffic

55.38% Referring Sites

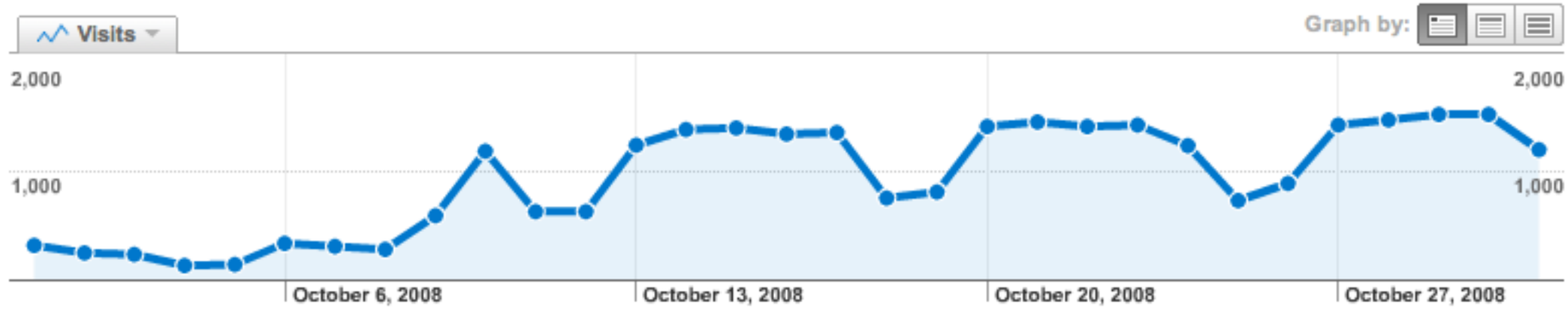
23.62% Search Engines

Top Traffic Sources

Sources	Visits	% visits
google (organic)	8,041	22.94%
(direct) ((none))	7,351	20.97%
en.wikipedia.org (referral)	1,570	4.48%
wikimatrix.org (referral)	1,465	4.18%
support.mozilla.com (referral)	1,407	4.01%

Lets stop on some good news!

dev.tw.o

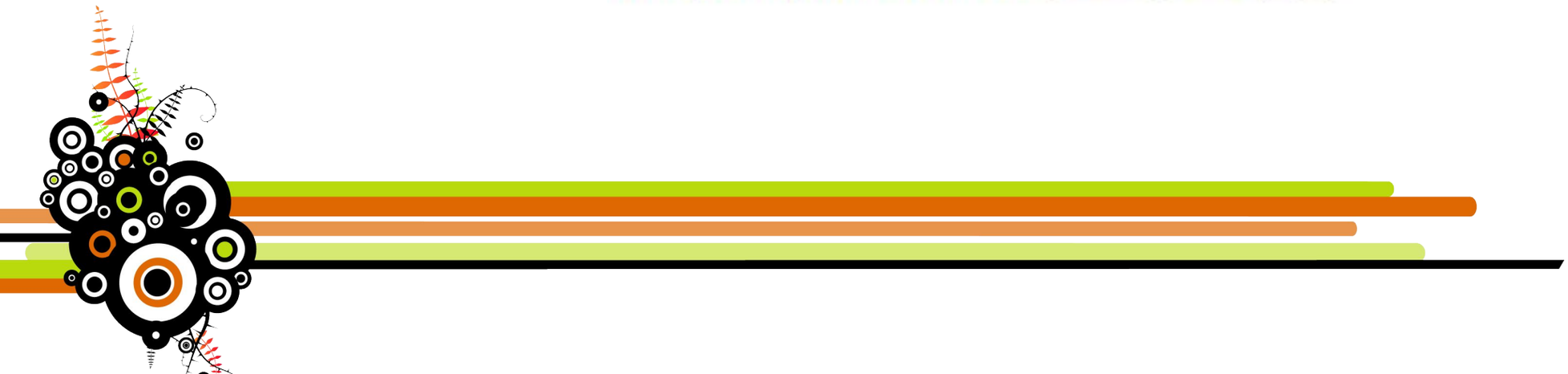


Site Usage

29,149 Visits	**48.79%** Bounce Rate
104,652 Pageviews	**00:05:53** Avg. Time on Site
3.59 Pages/Visit	**56.67%** % New Visits

What do they see now?

Google



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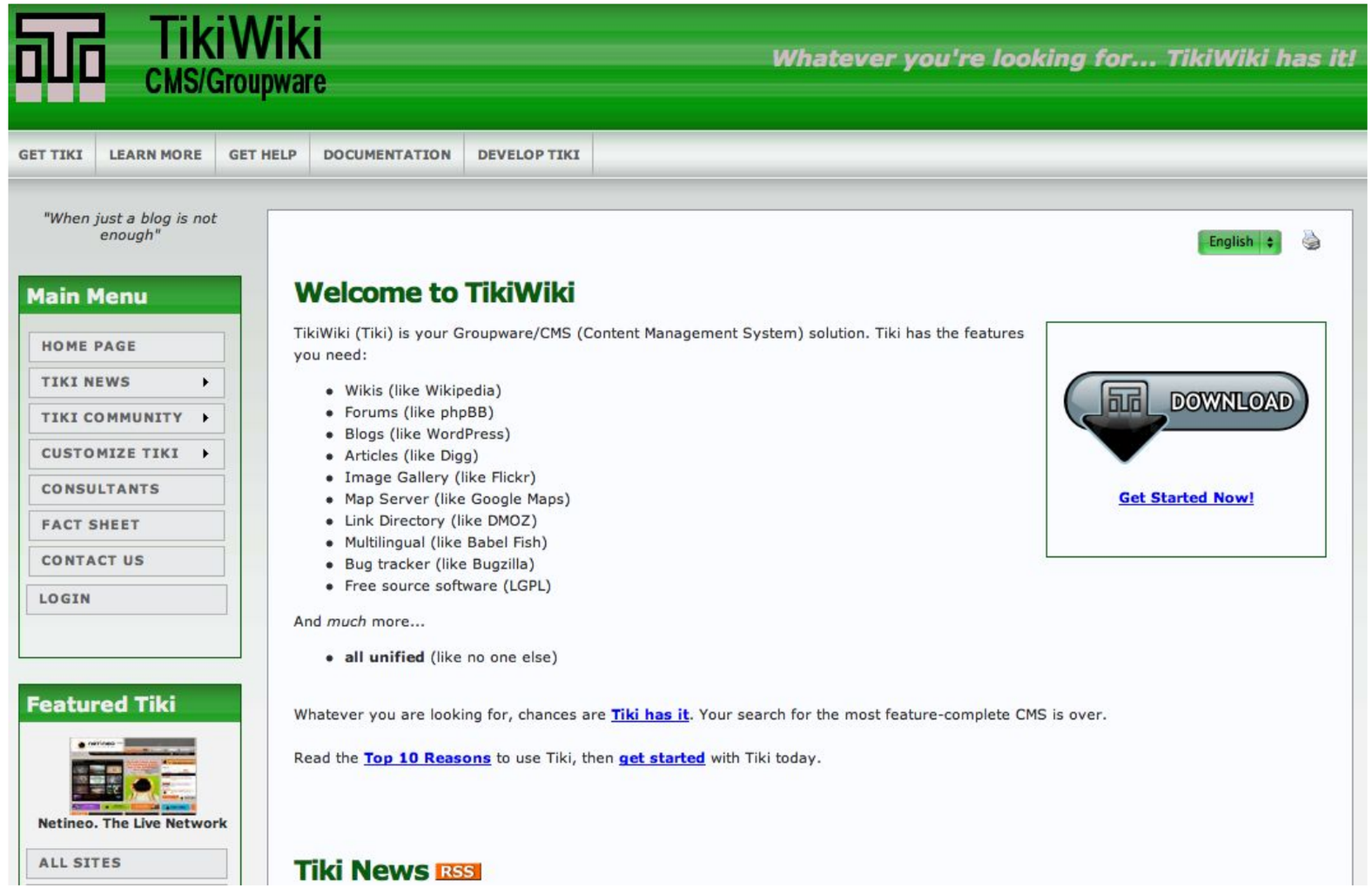

Jumpbox

TikiWiki is your Groupware/Content Management System solution with a long list of features to help you build a compelling web based community.

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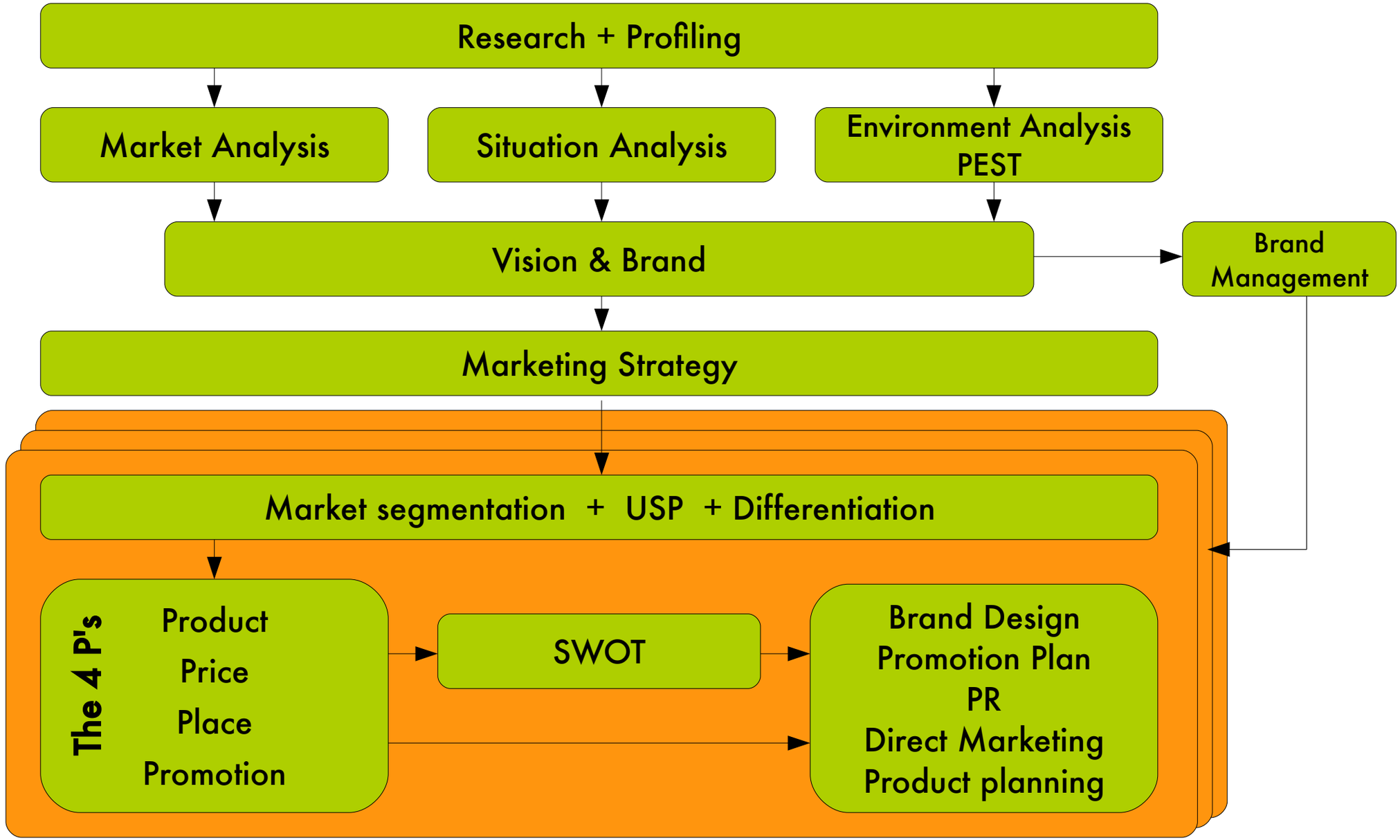
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"If there is any discrepancy between the reality of your organisation and its perception in the marketplace, you need a brand roadmap"

Core Brand Values - The internal sense of the organisation and what members have as their core values.

Core Brand Message – external expression of the organisations identity

Brand Personality – tone and attitude, helps communicate core values and message

Brand Icons – Name, logo, typeface, colour, music …

United We Brand, M Moser 2003

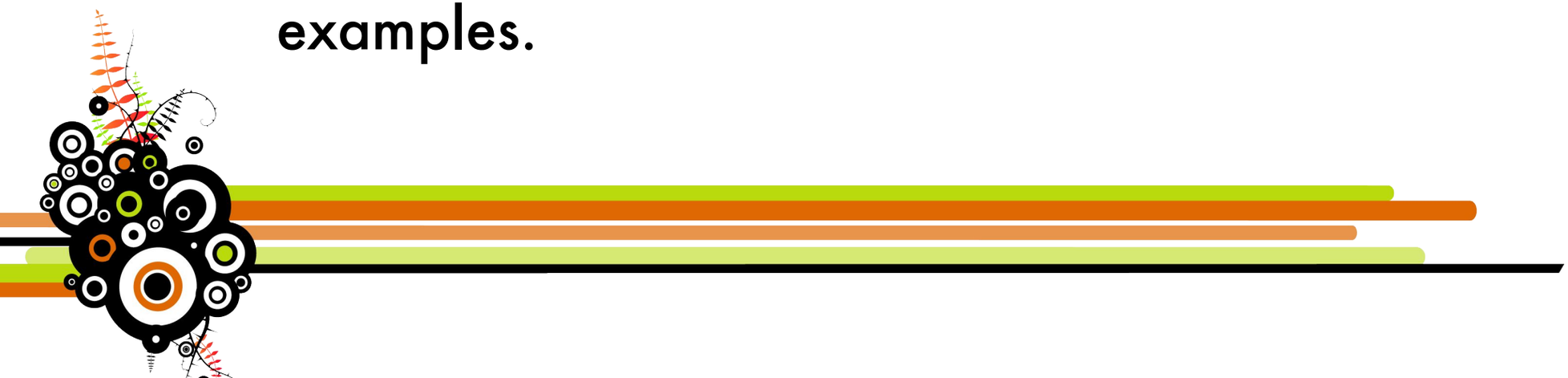
Brand Management

Management - Brand must be consistent and cohesive to work.

- The core values of an organisation do not change rapidly, so the brand message will also need to be consistent

Identity Pack

- clear statement of core values, brand message, brand icons
- Packaged together as a mini-web site, with downloadable graphics, colour specifications, images, fonts, guides and examples.



Brand management + Identity Pack

It is just the key "icons" of the design, lots of flexibility within it

- Total dominating – IBM
- Strong – Google
- Weaker – Yahoo!
- Very lenient/lax – Sony

The pack makes it easy for all to see what is on/off message – it is clearly based on the community values and is explicit.

Internally - managed by all, supported by identity pack.

Externally – managed by foundation, use of brand outside community controlled/defended.

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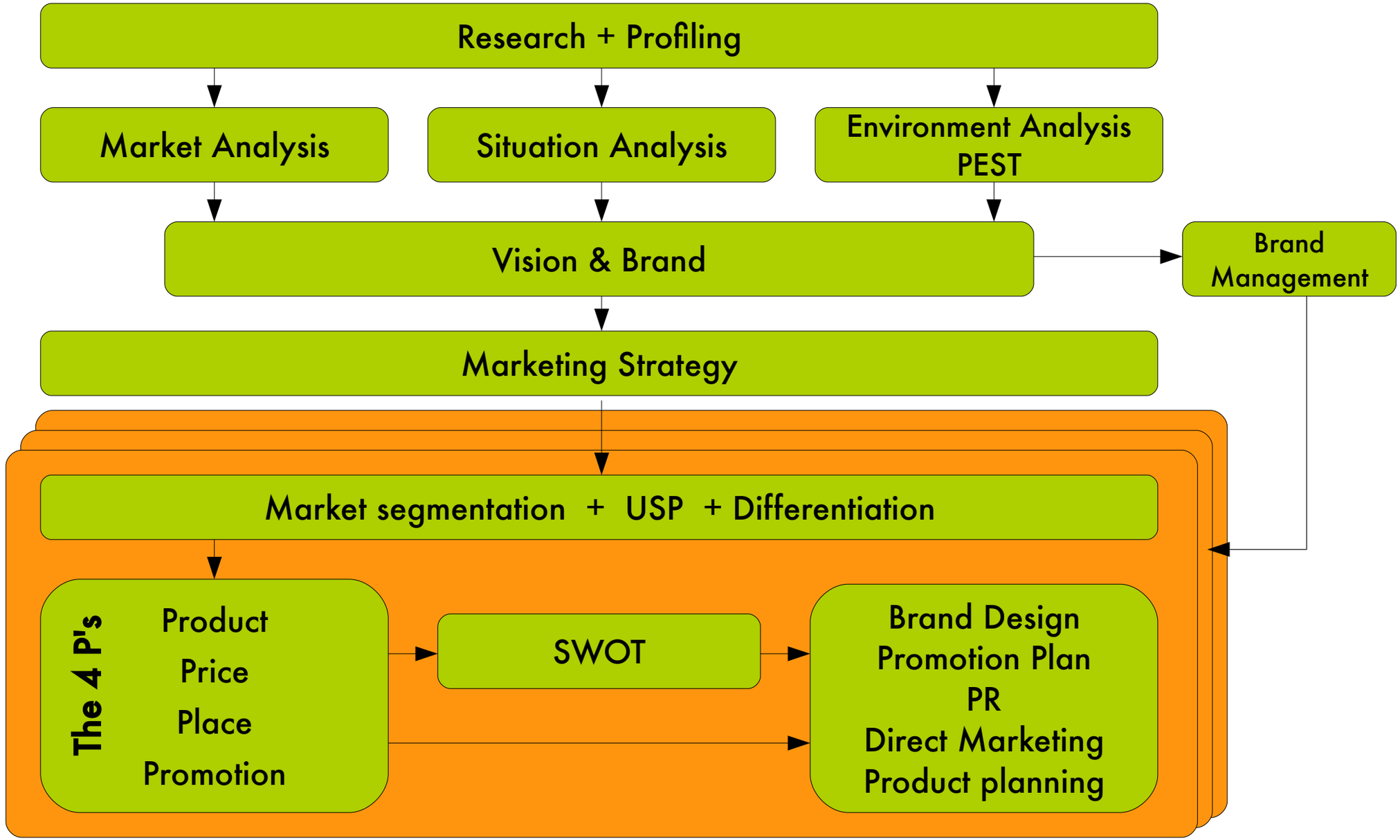
Brand Management

- What do they see now? tw.o - the web site :(
- It's all down to perceptions – what is brand?
- Brand Management & the Brand Identity Guide
- Plan for the TikiFest, let's do it and document it!

Marketing


Research + Profiling
Market Analysis
Situation Analysis
Environment Analysis
PEST
Vision & Brand
Brand
Management
Marketing Strategy
Market segmentation + USP + Differentiation
The 4 P's
Product
Price
Place
Promotion
SWOT
Brand Design
Promotion Plan
PR
Direct Marketing
Product planning

The Visioning Brainstorm

- What does success look like for Tiki in 5 years time?
- How do we get Tiki there?
- What will block us?
- How do we overcome the blockages?
- Ease and Effect matrix
- Document

Prof. Victor Newman is the former Chief Learning Officer, European Pfizer Research University
"Knowledge Activist's Handbook", Capstone/ Wiley & Sons, "best management book within the last ten years

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Brand Mood Boards

- Brand Mood Boards session - Collaborative creation of the brief for the design of the brand identity pack.
-
- Publish this brief and invite submissions
-
- Group decision process
-
- Create pack
-
- Enjoy using it

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